

OFFICER REPORT

Application Number: 23/0876/ADV

Decision Due by: 22nd January 2024

Proposal: Installation of 1No. freestanding 48 sheet LED illuminated advertising unit

Site Address: Adjacent 101 Comberton Hill Kidderminster Worcestershire DY10 1QH

Ward: Aggborough And Spennells

Agent: Mr Chris Welbourne

Applicant: Mr Paul Hardy

Policies:

SP.20, SP.27, DM.24, DM.27

RELEVANT PLANNING HISTORY

App Number	Proposal	Status	Received Date	Decision Date
23/0876/ADV	Installation of 1No. freestanding 48 sheet LED illuminated advertising unit	APP	27.11.2023	22.01.2024
WF295/93	Town and Country Planning Act 1990 Town and Country Planning (Control of Advertisements) Regulations 1992 Advertisement Consent WF295/93 dated 19 May 1993. Non-retractable canopy projecting from shop front at 101 Comberton Hill,	PCO	01.01.1901	

WF920/84	Kidderminster. Town and Country Planning Act 1971 WF920/84 dated 19 February 1985. Change of use of rear office to community meeting room on first floor at Busbys, Comberton Hill, Kidderminster.	PCO	01.01.1901	
WF566/84	Town and Country Planning Act 1971 Town and Country Planning (Control of Advertisements) Regulations Advertisement Consent WF566/84 dated 1 August 1984. Projecting internally illuminated sign at 101 Comberton Hill, Kidderminster.	PCO	01.01.1901	
WF453/82	Town and Country Planning Act 1971 WF453/82 dated 6 July 1982. Existing premises to be used for three distinct uses: (a) DIY Shop (b) Motorparts (c) John Carter Warehouse at 101 Comberton Hill, Kidderminster.	PCO	01.01.1901	
WF448/82	Town and Country Planning Act 1971 WF448/82 dated 6 July 1982. Removal of timber storage racks to provide retail shop or workshop at 101 Comberton Hill, Kidderminster.	PCO	01.01.1901	
WF217/82	Town and Country Planning Act 1971 WF217/82 dated 29 April 1982. Removal of timber storage racks to provide retail shop or workshop and stores at 101 Comberton Hill, Kidderminster.	PCO	01.01.1901	
23/0876/ADV	Installation of 1No. freestanding 48 sheet LED illuminated advertising unit	APP	27.11.2023	22.01.2024
23/0876/ADV	Installation of 1No. freestanding 48 sheet LED illuminated	APP	27.11.2023	22.01.2024

23/0876/ADV	advertising unit Installation of 1No. freestanding 48 sheet LED illuminated advertising unit	APP	27.11.2023	22.01.2024
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SUMMARY OF CONSULTATION RESPONSES

Highways Authority (WCC)

Thank you for your email and the detailed statement from the Applicant. Whilst I appreciate that there is no accident data in this location to directly support the Highways refusal comment, this is prior to the installation of the advertising signage on a heavily trafficked, primary orbital route and I do have to be mindful of the Road Safety Officer's comment with regard to public safety, although it is not clear that this would stand up at appeal.

Also, the majority of the locations cited in the Applicant's statement are outside Worcestershire and are therefore not within the remit of Highways or WFDC to comment on. The 2 applications referenced which are in Wyre Forest (20/0562/ADV and 21/0472/ADV) are both for replacement signage which is a slightly different consideration and as the Applicant states, every site must be dealt with on its own merit.

Ultimately, it is the LPA's decision whether to grant permission and in fact, I now understand that advertising applications are covered by Standing Advice as per the table on page 4 of the attached document.

Notwithstanding the lack of an existing accident record, in my view, the signage could still be deemed unacceptable in terms of amenity and public safety in this specific location.

However, if you are minded to approve the application, I'd recommend the following conditions are considered, particularly with regard to the brightness. As an aside, I've recently been made aware of concerns regarding the

brightness of the digital display further up Comberton Hill, by the entrance to Kidderminster Train Station, which may or may not be in accordance with recommended luminance levels.

Professional Lighting Guide PLG 05/22 - The brightness of illuminated advertisements including digital displays recommends:

- o There shall be no moving images, animation, video or full motion images displayed unless otherwise permitted by this consent;
- o In the hours of darkness, the advertisement display luminance shall be no greater than 300cd/m² in accordance with the recommended maximum night time luminance value set out for Environmental Zone 4 - Urban area in the above document;
- o In daylight hours, the advertisement display luminance shall be controlled in order to reflect ambient light conditions (to ensure it is neither too bright or too dull). It shall at all times be no greater than 5,000cd/m² in accordance with the recommended maximum daytime luminance values;
- o Unless otherwise permitted, the minimum display time for each advertisement shall be 10 seconds and the advertisement shall not include any features which would result in interactive messages / advertisements being displayed;
- o The interval between successive advertisements shall be no greater than 1 second and the complete display shall change without effect. The display to include a mechanism to default to a blank or black screen in the event of malfunction, or if the advertisement is not in use;
- o No images displayed shall resemble official road traffic signs, traffic lights or traffic matrix signs.

Condition

1. The brightness of the illuminated sign face, shall not exceed the values stipulated in the Institution of Lighting Engineers Technical Report No. PLG 05 "Brightness of Illuminated Advertisements including Digital Displays".

REASON: In the interests of highway safety

Parish Council

Support

SITE AND SURROUNDINGS

The application relates to Vivid Outdoor Media Solutions (A) Ltd, Adjacent to 101 Comberton Hill, Kidderminster.

NEIGHBOUR/SITE & PRESS NOTICE CONSULTATION RESPONSES

Highways Comments – Whilst I appreciate that there is no accident data in this location to directly support the Highways refusal comment, this is prior to the installation of the advertising signage on a heavily trafficked, primary orbital route and I do have to be mindful of the Road Safety Officer's comment with regard to public safety, although it is not clear that this would stand up at appeal.

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Reason : In the interests of highway safety

Parish Council – Support

Principle of Development

This proposal seeks advertisement consent for the installation of 1 freestanding 48 sheet LED illuminated advertising unit.

Type of advertisement	Description	Measurements	Illumination	Luminance level
Hoarding	Pressed metal frame with sealed LED screen	3.2 metres height, 6.2 metres width, 0.35 metres depth	Internally	300 cd/m ²

Policy DM.27 states that advertisements must “not, individually or cumulatively detract from the appearance and character of the area in which they are displayed and/or the building on which they are displayed.” Additionally, Paragraph 136 of the NPPF sets out the requirements for assessing the impact of advertisements on amenity, stating that consideration must be given to cumulative impacts. Whilst located in a residential area, I believe that the signage is appropriate for the showroom which is well established in this setting.

I am satisfied that, in accordance with Policy DM.27, the advertisements will not ‘detract or confuse the users of highways, navigable waterways and railways.’”

SUMMARY / CONCLUSION

The proposed advertisements are considered acceptable and will not detract from the character of the area or impact upon highway safety. The proposal therefore complies with policy DM.27 of the WFDC Adopted Local Plan and approval is recommended.

RECOMMENDATION:

The application has addressed the main considerations and would accord with relevant policy. It is therefore recommended that the application is approved subject to the conditions set out below.

Consultation/PP Responses	Site Notice required?		Site Notice posted?	
	Press Notice required?		Press Notice posted?	
	Councillors Notified?		Neighbours notified?	

Complies with 45 Degree Code?		Complies with numerical guidelines?	
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Contact Officer: Megan Skelding

Date: 22nd January 2024